

REMARKS

Reconsideration of this application is respectfully requested in view of the arguments presented below. Applicants assert that Claims 1-21 are patentable over the cited art of record.

35 U.S.C. Section 103 Rejections

Paragraphs 2 and 3 of the above referenced Office Action rejects independent Claims 1, 8, -and 15 as allegedly being obvious in view of U.S. Patent 6,029,141 (hereafter Bezos) in combination with U.S. Patent 6,643,663 (hereafter Dabney). Applicants respectfully traverse.

The amended independent Claims 1, 8, and 15 recite embodiments of the present invention that enable the easy updating of e-commerce storefront information. Specifically, independent Claims 1, 8, and 15 have been amended to recite a further limitation of invoking a web page editor having a graphical user interface for editing the Web page. Using the GUI of the Web page editor, the claimed invention allows a store manager himself (as opposed to some dedicated web page editor) to change product information (e.g., price, product images, feature information, etc.) in an intuitive manner.

The solution of the present invention allows immediate verification of any changes made. The update method includes accessing a Web page of an

e-commerce Web site, submitting log in information, selecting an item of the web page and editing the item, and submitting the edited item to the Web site. Once received by the Web site, an updated version of the Web page is provided for viewing (e.g., via a Web browser) and verification of the edited item.

In contrast, Bezos does not disclose or suggest any Web page editing functionality. Bezos seems to disclose a method whereby a form is filled out by an "associate" and sent in to an administrator. This form is then used to create or alter a Web page. Applicants point out that this is different from editing the Web page as in the claimed invention and as shown in the specification at, for example, Figure 3.

The cited section of Bezos (e.g., Bezos Col 8 line 49 to Col 9 line 21) appears to describe schemes whereby URL embedded referral information is used to identify associates and to credit said associates for their referrals. The cited section (e.g., Bezos Col 9 lines 5-8) describes the ability of associates to "freely modify its product offerings without the need for involving the merchant by simply updating product descriptions and corresponding referral links within the catalog." Applicant points out that this is different from selecting an item as it is actually displayed on a web

page and immediately editing the item on that web page (emphasis added).

Bezos does not seem to indicate the use of any editing functionality.

Furthermore, in the claimed invention, the updated item is directly submitted to be web site, where an updated version of the web page is created and viewed immediately to verify the correct editing of the item. Applicants assert that such functionality is not possible with the "associate" scheme of Bezos.

The deficiencies of Bezos are not cured by the addition of Dabney. Dabney is relied upon for allegedly showing the receiving of an updated Web page including the edited item and verification of the updated web page. The cited section of Dabney describes one party (e.g., the editor) blocking out a web page and updating the web page at the request of a second party (e.g., the manager). There is no disclosure within Dabney for any selecting of an item as it is actually displayed on a web page and immediately editing the item on that web page (emphasis added).

Consequently, there is no suggestion or motivation to one of ordinary skill in the art for any combination of Dabney with Bezos to obtain the functionality of the claimed invention. For the above rationale, the present invention as recited in amended independent Claims 1, 8, and 15 is not

obvious in light of the cited combination within the meaning of 35 U.S.C.

Section 103.

CONCLUSION

All Claims (1-21) of the present application are now in condition for allowance. The Examiner is urged to contact Applicant's undersigned representative if the Examiner believes such action would expedite resolution of the present Application. Please charge any additional fees or apply any credits to our PTO deposit account number: 23-0085.

Respectfully submitted,
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